



PRESS RELEASE

Innovations between real and virtual world – „inside metaio .08“

Munich, October 2008 – An international audience of 150 guests gained insight of the newest developments in Augmented Reality at metaio`s technology fair. Automobile manufactures, publishers, marketing specialists and software developers from different fields of research experienced the possibilities of merging real and virtual world.

Today Augmented Reality (AR) settled in numerous countries, in new applications and finally in the end cutomers` homes. "inside metaio .08" introduced achievements from diverse research projects for the first time. Live demonstrations and practical examples convinced the visitors of today`s and tomorrow`s applications of this cross sectional technology. This year`s highlights:

- "Atlantica 3D interactive": The world first consumer product with AR features in cooperation with Germans "Wissen Media Verlag" (Bertelsmann Group) plus innovations in the domains of photo based tracking and touch interaction.
- A live demonstration of the first totally integrated AR application for mobile devices: A paper chase on a Nokia N95 connected printed mediums in real surroundings with virtual and multi media information on displays.
- Enhanced options in industrial prototyping: A live demonstration with a FARO measure arm superimposed the prototype with construction data.



Picture: Augmented Reality for your home PC – A browser based combination of a print medium with 3D contents.

Flyers of the shown demonstrations at “inside metaio .08”:

<http://www.metaio.de/index.php?id=496>

More about Augmented Reality and metaio GmbH:

www.metaio.com

metaio GmbH:

As a pioneer in the field of Augmented Reality technology metaio develops software products for visual interactive solutions at the interface between real and virtual world. On the basis of metaio`s software platform Unifeye SDK 3D animations are seamlessly integrated into Live Video-Streams and into digital pictures of the real surroundings. Founded in February 2003, metaio has 45 employees at three locations by now. Headquarter is in Munich, subsidiary companies are metaio USA in San Francisco and metaio Asia in Seoul. At present, metaio operates worldwide for more than 140 renowned clients from various branches and domains. Among them are BMW, Daimler, Siemens, Toyota, Peugeot, EADS, Bertelsmann, KUKA and Volkswagen.

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